



Product Desc: Horsford/DCCC  
 Estimate: 2306  
 Flight Dates: 10/31/12 - 11/01/12  
 Original Date / Rev: 10/30/12 / 11/06/12  
 Order Type: GENERAL



KSNV

Primary AE: Amy McCreary  
 Sales Office: BLPHI  
 Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.  
 Buying Contact:  
 Billing Contact:  
 Washington Harbor  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: DCCC/ Horsford *Revised*  
 Demographic: A25-54  
 Product Codes: PLC02  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/01/12	20	\$15,750.00	\$13,387.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	20	\$15,750.00	\$13,387.50	0.00
<b>Totals</b>	<b>20</b>	<b>\$15,750.00</b>	<b>\$13,387.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	10/31/12	11/01/12	M-F 5-6a WakeUp w/Wa M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WT---	:30	2	\$450.00	1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					2	\$450.00		0.00			
N 2	KSNV	10/31/12	11/01/12	Wake Up Early w/ Wagn Wake Up Early Wagners	CM	430a-5a	--WT---	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					1	\$200.00		0.00			
N 3	KSNV	10/31/12	11/01/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WT---	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					2	\$700.00		0.00			
N 4	KSNV	10/31/12	11/01/12	Today Show Today Show	CM	658a-9am	--WT---	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					2	\$900.00		0.00			
N 5	KSNV	10/31/12	11/01/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WT---	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					1	\$325.00		0.00			
N 6	KSNV	10/31/12	11/01/12	Noon News Noon News	CM	12-1230pm	--WT---	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--WT---					1	\$425.00		0.00			

Order / Rev: 108421  
 Alt Order #: 06870009  
 Flight Dates: 10/31/12 - 11/01/12

Advertiser: DCCC/ Horsford  
 Product Desc: Horsford/DCCC  
 Estimate: 2306

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	10/31/12	11/01/12	Dr. Phil Dr Phil	CM	3-4p	--WT---	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$450.00		0.00			
N 8	KSNV	10/31/12	11/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	--WT---	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$725.00		0.00			
N 9	KSNV	10/31/12	11/01/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	--WT---	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$725.00		0.00			
N 10	KSNV	10/31/12	11/01/12	M-F Early News M-F Early News	CM	5-630p	--WT---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					2	\$1,200.00		0.00			
N 11	KSNV	10/31/12	11/01/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WT---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$1,300.00		0.00			
N 12	KSNV	10/31/12	11/01/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WT---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$1,300.00		0.00			
N 13	KSNV	10/31/12	11/01/12	Ralston Reports FacetoFace/Ralston Report	CM	730-758pm	--WT---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$900.00		0.00			
N 14	KSNV	10/31/12	11/01/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WT---	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					2	\$1,200.00		0.00			
N 15	KSNV	10/31/12	11/01/12	The Tonight Show Tonight Show	CM	1135p-1236a	--WT---	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WT---					1	\$500.00		0.00			
													Totals	20	\$15,750.00